11/06/00 U.S. PTO

Express Mail No. EM 061 024 031 US

COVER SHEET FOR PROVISIONAL APPLICATION FOR PATENT

Assistant Commissioner for Patents
Box PROVISIONAL PATENT APPLICATION
Washington, DC 20231

Sir:

This is a request for filing a PROVISIONAL APPLICATION under 37 CFR 1.53(c).

Docket Number	010259-0004-888	Type a plus sign (+) inside this box →	+

INVENTOR(s) APPLICANT(s)

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TITLE OF THE INVENTION (280 characters max)

Privacy Seal Method and System

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ENCLOSED APPLICATION PARTS (*check all that apply*)

☒ Specification	*Number of Pages*	7	☐ Small Entity Statement
☒ Drawing(s)	*Number of Sheets*	3	☐ Other (specify)

METHOD OF PAYMENT (*check one*)

☐ A check or money order is enclosed to cover the Provisional filing fees.	ESTIMATED PROVISIONAL FILING FEE AMOUNT ☒ $150 ☐ $75
☒ The Commissioner is hereby authorized to charge the required filing fee to Deposit Account Number 16-1150.	

The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.
☒ No. ☐ Yes, the name of the U.S. Government agency and the Government contract number are: _____

Respectfully submitted, Andrew Sanders Reg. No. 40,433

Signature _____ REGISTRATION NO. (*if appropriate*) 20,060 Date January 6, 2000
FOR Berj A. Terzian
PENNIE & EDMONDS LLP

☐ Additional inventors are being named on separately numbered sheets attached hereto. Total number of cover sheet pages. 1

PROVISIONAL APPLICATION FILING ONLY

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Privacy Seal Application Technical Overview

Wednesday, January 05, 2000

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Privacy Council

Global Privacy Seal Application

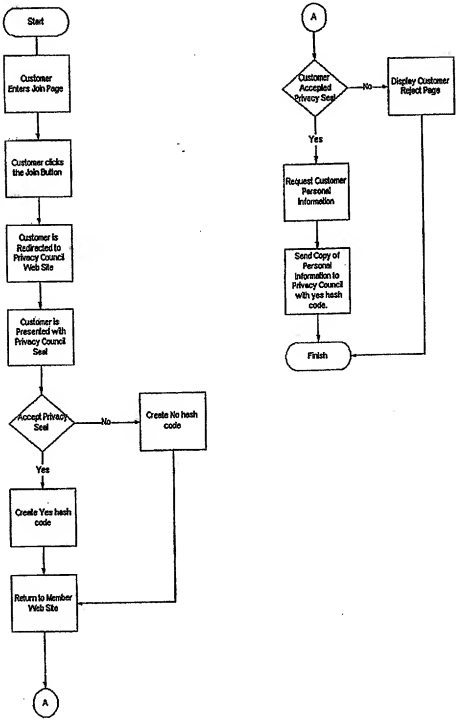
Technical Overview

The Privacy Council's Seal Application will be a web application that receives a redirected URL from an established Member's web site and displays a Privacy Seal to the customer. The presented Privacy Seal will be comprised of privacy laws and insurance policies that apply to the customer's country of residence. The customer would then read the agreement and agree or disagree with the Privacy Seal that is presented. If the customer agrees, then they press the "Agree" button, else the customer would press the "Reject" button. The results are returned to the Member's web site in the form of a privacy seal hash code. If the customer pressed the "Agree" button on the Privacy Seal the member web site will present a form requesting personal information. When the customer submits this form a copy of the information is sent to the Privacy Seal Application and a copy is submitted to the customers database for further processing. Also, the privacy seal hash code must be sent back to the Privacy Seal Application for future tracking.

EXHIBIT 1004

Technical Diagram

Global Privacy Council Seal Application



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Technical Details

Privacy Seal Hash Code

This hash code will be a composite key that the Privacy Seal Application will use to track what information was presented and agreed upon. This key will contain the following information:

- Member Data
- Date & Time
- Privacy Law
- Insurance Policy

Seal Application Web Server

The Seal Application Web Server needs to be an enterprise class web server with an enterprise class database to support this web application. I propose that the web server be IIS hosted on a Windows NT server. This server should have an identical twin that the load is configured into a load balanced cluster. This should ensure redundancy that is needed to give adequate support to members and customers. I recommend Oracle 8I as the database. Oracle is the recognized leader of relational database systems and has specific solutions concerning Internet database applications.

Customer Data Storage

When customer data is returned to the seal Application Web Server the data is stored into a database. The privacy seal hash code, sir name, and first name will index this database.

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Database Setup

The database will need to have the following tables:

- Member Details – This table will hold member information. This table will be used to track member details and billing information.
- Global Privacy Law – This table will hold privacy laws that are index by the country that they apply to. This table will be referenced each time the Privacy Seal is constructed.
- Global Insurance Policies – This table will hold insurance policies that have been agreed to by each member.
- Global IP Register – This table will be used to resolve an customer's IP address into a location. This will help us initially present a Privacy Seal.
- Activity Log – This table will hold all activity events that occur within the Privacy Seal Application
- Customer Privacy Information – This table will hold all customer information that is submitted from a member's web site.

Member Impact

The Member would have to make minimal changes to integrate the Global Privacy Seal Application into their environment. The changes would involve a redirected URL from the customer join page and a duplicate form submission HTTP request from the personal detail page. The Member would also have to accept the privacy seal hash code that will be returned from the Seal Application Web Server and pass that hash code back to the Seal Application Web Server with personal information gathered.

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Infrastructure Setup

Hardware

- Dual Web Servers
- Database Server
- Backup Tape Drive

Software

- Oracle 8I
- Web Server

Services

To make the Global Privacy Seal Application service perform at an acceptable level all over the world choosing a Global Content Provider is critical. By utilizing this service you will be able to increase your customer's response time no matter where they are located. This service is priced at a level of Megabytes Per Second (MPS). So, once we can estimate customer base and traffic a price can be determined.

Resources

- Web Programmer

  This resource will be responsible for developing the applications that receive and redirect member URLs and applications that interact with the database.
- Oracle Database Administrator

  This resource will be responsible for creating and maintaining the database layout to support the Web Programmer's applications.
- Webmaster

  This resource will be responsible to creating the Privacy Council web site. This is the interface that the public will see. The web site should be seen as a selling and marketing tool. The web site can also be used as an input device for consumer responses.

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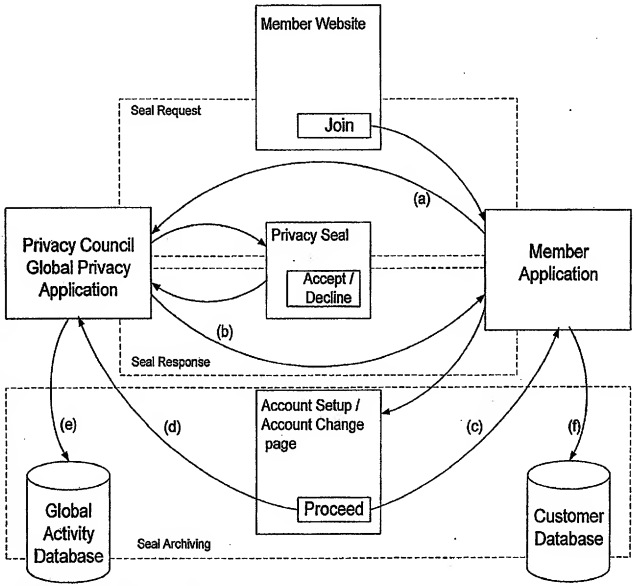

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Seal Process Sequence & Content

Seal Request
(a) Send: Member ID, Customer IP

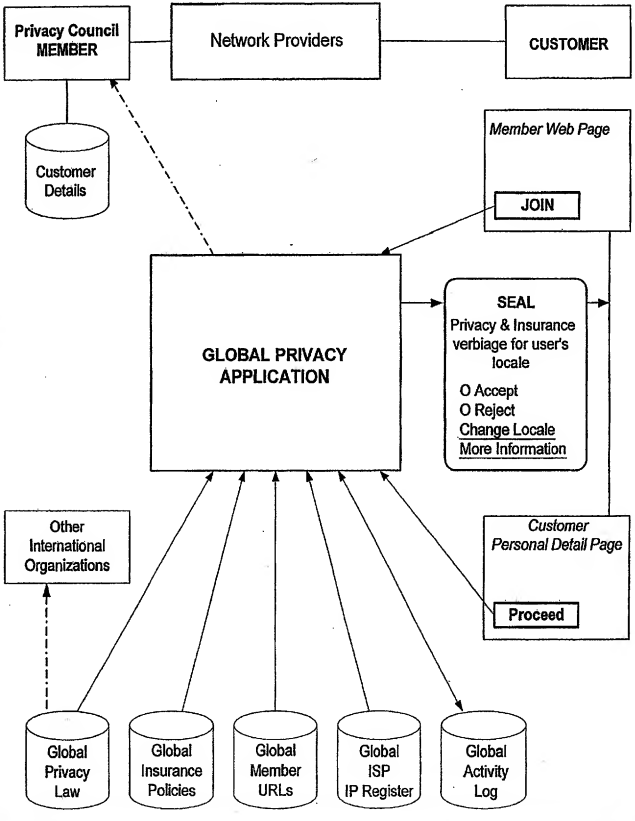
Seal Response
(b) Send Encrypted: Seal Key & Response

Seal Completion
(c) Send: Seal Key, Customer Account information
(d) Send Encrypted: Seal Key, Customer First Name, Surname, All Customer Account information (as one field)

Seal Archiving
(e) Record Index - Seal Key
Query Index - Date, First Name, Surname, Member ID
Enforcement Index - Expiry Date
(f) Normal customer data + Seal Key

Seal Key Structure

Date & Time
Member ID
Customer IP
Privacy Policy ID
Insurance ID
Language ID
+ Check Digit



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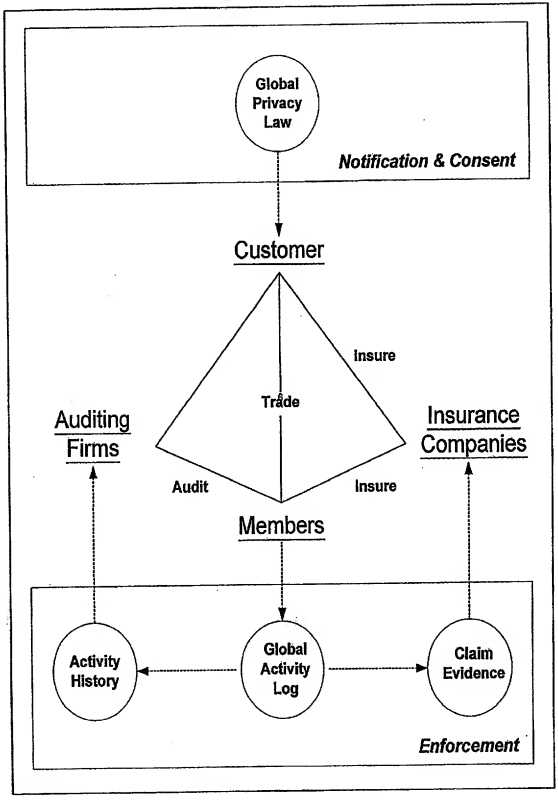

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